

**FY 2007 Annual Performance Plan**  
***U.S. Census Bureau***

**Mission Statement**

The Census Bureau serves as the leading source of quality data about the nation's people and economy. We honor privacy, protect confidentiality, share our expertise globally, and conduct our work openly. We are guided on this mission by our strong and capable workforce, our readiness to innovate, and our abiding commitment to our customers.

The U.S. Census Bureau's strategic goal is to "meet the needs of policymakers, businesses, non-profit organizations, and the public for current and benchmark measures of the U.S. population, economy, and governments." This supports the Department of Commerce (DOC) Strategic Goal 1, to "provide the information and tools to maximize U.S. competitiveness and enable economic growth for American industries, workers, and consumers." It also directly supports DOC general goal/objective 1.3, to "enhance the supply of key economic and demographic data to support effective decision-making of policymakers, businesses and the American public."

The Fiscal Year (FY) 2007 request reflects a conscious decision to look to lower priority program areas to fund higher priority programs. The Census Bureau's highest priority program is the 2010 Decennial Census Program. The Census Bureau proposes to design a new data collection system on income and wealth dynamics that would replace the Survey of Income and Program Participation (SIPP), and eliminate the Vehicle Inventory and Use Survey in the Economic Census.

## **Priorities/Management Challenges**

The FY 2007 request reflects the following Census Bureau priorities/objectives:

- To meet constitutional and legislative mandates by implementing a reengineered 2010 Decennial Census Program that is cost-effective, provides more timely data, improves accuracy, and reduces operational risk,
- To meet the needs of policymakers, businesses, non-profit organizations, and the public for current measures of the U.S. population, economy, and governments,
- To support the economic and political foundations of the U.S. by producing benchmark measures of the economy and population for the administration and equitable funding of federal, state, and local programs,
- To support innovation, promote data use, minimize respondent burden, respect individual privacy, and ensure confidentiality, and
- To implement the initiatives in the President's Management Agenda.

The Census Bureau faces a number of key challenges in continuing to provide timely, reliable, and confidential data about the economy and population of the United States. The following challenges are viewed as among the most significant because of their importance to the Census Bureau mission; mitigating strategies are discussed in the second to the last section:

- Perceptions of the role of government in society. Public perception of both government and non-government intrusion into personal and business information privacy is increasingly negative. This affects the response rate to surveys and censuses and will be a significant factor affecting the future performance of the Census Bureau.
- The economy. Measuring our ever evolving and rapidly changing economy is becoming increasingly difficult as firms adopt new organizational structures and relationships, embrace new ways of doing business and streamline their internal and external processes. These changes often alter traditional record keeping practices, posing additional data collection challenges.
- Privacy. Data stewardship involves establishing policies that protect confidentiality, reduce reporting burden, and maximize data use. As technology provides a greater ability to collect, process, and disseminate data, it also presents greater challenges to protect data from improper access and use. Any concerns about privacy of information in the Internet age, confidentiality of information provided to the government, and intrusiveness of government programs are challenges to the Census Bureau in collecting personal information in its surveys and censuses.
- The federal budget. Demands on the federal budget during the next few years will be substantial. The Census Bureau's challenge will be to demonstrate the critical importance of accurate information to the government, the economy, and the public, in the face of budget constraints.

- Workforce and workplace management. Many Census Bureau employees will be eligible for early or regular retirement by 2010. Recruiting, developing, and retaining the next generation of employees will require planning to ensure that specialized technical and managerial knowledge, as well as the Census Bureau's corporate culture, values, and institutional knowledge, are transferred.

## **Unit Cost Measures**

The Census Bureau continues efforts to develop meaningful unit cost measures for all activities. Measures are selected with four key factors in mind:

1. they are measurable and currently being measured,
2. they represent a cross-section of the program's activities,
3. they line up with budget items, and
4. they support the goals and objectives of the Department of Commerce's and Census Bureau's strategic plans.

Unit cost measures are reflected in the appropriate narrative justifications, as well as this summary table. The figures below reflect unit obligations, not true unit costs.

<b>CENSUS BUREAU UNIT COST MEASURES</b>						
<b><u>SALARIES &amp; EXPENSES</u></b>						
<b>Measure</b>	<b>FY 2002 Actual</b>	<b>FY 2003 Actual</b>	<b>FY 2004 Actual</b>	<b>FY 2005 Actual</b>	<b>FY 2006 Enacted</b>	<b>FY 2007 Estimate</b>
<b><u>Current Surveys and Statistics</u></b>						
<b><u>Current Economic Statistics</u></b>						
Current Retail Trade (Units = Sum of one annual survey and two (annualized) monthly retail trade sector surveys each multiplied by the number of questions asked)	N/A	N/A	N/A	N/A	\$10.12/unit 906,540 units	\$10.56/unit 906,540 units

*N/A – not applicable*

<b>Measure</b>	<b>FY 2002 Actual</b>	<b>FY 2003 Actual</b>	<b>FY 2004 Actual</b>	<b>FY 2005 Actual</b>	<b>FY 2006 Enacted</b>	<b>FY 2007 Estimate</b>
Current Wholesale Trade (Units = Sum of one annual survey and one monthly (annualized) wholesale trade sector survey each multiplied by the number of questions asked)	N/A	N/A	N/A	N/A	\$19.21/unit 351,600 units	\$20.04/unit 351,600 units
Current Service Trade Reports (Units = Sum of one annual survey and one quarterly (annualized) service sector survey each multiplied by the number of questions asked)	N/A	N/A	\$27.37/unit 525,260 units	\$8.97/unit 1,168,692 units	\$8.79/unit 1,167,092 units	\$8.93/unit 1,199,092 units
Construction Statistics (Units = Two monthly construction sector surveys multiplied by the number of questions asked)	N/A	N/A	\$7.59/unit 610,560 units	\$7.69/unit 668,160 units	\$7.31/unit 718,560 units	\$7.62/unit 718,560 units
Annual Survey of Manufactures (Units = One annual manufacturing sector survey multiplied by the number of questions asked)	N/A	N/A	\$3.24/unit 2,236,000 units	\$3.11/unit 2,236,000 units	\$3.24/unit 2,236,000 units	\$3.38/unit 2,236,000 units
Manufacturers Shipments, Inventories, and Orders (M3) (Units = One monthly (annualized) manufacturing sector survey multiplied by the number of questions asked)	N/A	N/A	N/A	N/A	\$11.84/unit 294,000 units	\$12.35/unit 294,000 units
Business Register (Units = Sum of company variables)	N/A	N/A	\$0.40/unit 68,242,577 units	\$0.38/unit 68,245,577 units	\$0.40/unit 68,245,577 units	\$0.43/unit 68,245,577 units

N/A – not applicable

<b>Measure</b>	<b>FY 2002 Actual</b>	<b>FY 2003 Actual</b>	<b>FY 2004 Actual</b>	<b>FY 2005 Actual</b>	<b>FY 2006 Enacted</b>	<b>FY 2007 Estimate</b>
Foreign Trade Statistics (Units = Sum of export and import data records multiplied by the number of variables for each record)	N/A	N/A	\$0.01/unit 2,599,000,000 units	\$0.01/unit 2,814,100,000 units	\$0.01/unit 2,814,100,000 units	\$0.01/unit 2,814,100,000 units
Quarterly Financial Report (Units = One quarterly (annualized) manufacturing, mining, wholesale and retail trade sectors survey multiplied by the number of questions asked)	N/A	N/A	N/A	N/A	\$2.88/unit 1,904,480 units	\$3.00/unit 1,904,480 units
Finance (Units = Two annual government finance sector surveys multiplied by the number of questions asked)	N/A	N/A	\$2.53/unit 2,592,180 units	\$2.07/unit 3,162,645 units	\$1.99/unit 3,162,645 units	\$2.07/unit 3,162,645 units
Employment (Units = One annual government employment survey multiplied by the number of questions asked)	N/A	N/A	N/A	N/A	\$2.34/unit 649,000 units	\$2.44/unit 649,000 units
<b><u>Current Demographic Statistics</u></b>						
Current Population Survey (CPS) (Units = Number of households surveyed each month)	\$47/unit 57,000 units	\$45/unit 57,000 units	\$52/unit 57,000 units	\$55/unit 57,000 units	\$57/unit 57,000 units	\$59/unit 57,000 units
Survey of Income and Program Participation (SIPP) (Units = Number of households surveyed annually)	\$142/unit 94,000 units	\$164/unit 95,000 units	\$157/unit 107,000 units	\$165/unit 96,000 units	\$180/unit 97,000 units	N/A <i>(proposal to replace SIPP with a new data collection system on income and wealth dynamics)</i>
<b><u>Survey Development and Data Services</u></b>						
Statistical Abstract (Units = Printed and pdf tables)	\$549/unit 2,816 units	\$531/unit 2,796 units	\$517/unit 2,859 units	\$508/unit 3,000 units	\$496/unit 3,200 units	\$481/unit 3,300 units

N/A – not applicable

Measure	FY 2002 Actual	FY 2003 Actual	FY 2004 Actual	FY 2005 Actual	FY 2006 Enacted	FY 2007 Estimate
<b><u>PERIODIC CENSUSES &amp; PROGRAMS</u></b>						
<b>Economic Statistics Programs</b>						
<u>Economic Census</u>						
FY 2002 Economic Census Cycle Cost in Millions of Dollars per 1% GDP Share (Units = 1% GDP share)	N/A	N/A	N/A	\$3.82 million/unit <i>(Final unit cost for the 2002 Economic Census cycle)</i>	N/A	N/A
FY 2007 Economic Census Cycle Cost in Millions of Dollars per 1% GDP Share (Units = 1% GDP share)	N/A	N/A	N/A	N/A	N/A	\$5.89 million/unit <i>(Current unit cost estimate for 2007 Economic Census cycle.)</i>
<u>Census of Governments</u>						
FY 2002 Census of Governments Cycle Cost in Millions of Dollars per 1% GDP Share (Units = 1% GDP share)	N/A	N/A	\$2.25 million/unit <i>(Final unit cost for the 2002 Census of Governments cycle)</i>	N/A	N/A	N/A
FY 2007 Census of Governments Cycle Cost in Millions of Dollars per 1% GDP Share (Units = 1% GDP share)	N/A	N/A	N/A	N/A	N/A	\$2.92 million/unit <i>(Current unit cost estimate for 2007 Census of Governments cycle)</i>

N/A – not applicable

<b>Measure</b>	<b>FY 2002 Actual</b>	<b>FY 2003 Actual</b>	<b>FY 2004 Actual</b>	<b>FY 2005 Actual</b>	<b>FY 2006 Enacted</b>	<b>FY 2007 Estimate</b>
<b>Demographic Statistics Programs</b>						
<u>Intercensal Demographic Estimates</u>						
Annual National Intercensal Population Estimates	N/A	N/A	N/A	\$11.51/unit 62,620 units	\$9.59/unit 75,144 units	\$8.22/unit 87,668 units
Monthly National Intercensal Population Estimates	N/A	N/A	N/A	\$3.71/unit 150,288 units	\$3.71/unit 150,288 units	\$3.71/unit 150,288 units
Annual State Intercensal Population Estimates	N/A	N/A	N/A	\$0.36/unit 2,719,320 units	\$0.30/unit 3,263,184 units	\$0.26/unit 3,807,048 units
Monthly State Intercensal Population Estimates	N/A	N/A	N/A	\$0.03/unit 6,526,368 units	\$0.01/unit 6,526,368 units	\$0.03/unit 6,526,368 units
Annual County Population Estimates	N/A	N/A	N/A	\$0.01/unit 167,478,120 units	\$0.01/unit 200,973,744 units	\$0.01/unit 234,469,368 units
Annual Sub-County Population Estimates	N/A	N/A	N/A	\$5.80/unit 203,625 units	\$4.83/unit 244,350 units	\$4.14/unit 285,075 units
Annual State and County Housing Estimates	N/A	N/A	N/A	\$36.96/unit 15,960 units	\$30.88/unit 19,101 units	\$26.40/unit 22,344 units
(Units = data cells for each estimate)						

*N/A – not applicable*

<b>Measure</b>	<b>FY 2002 Actual</b>	<b>FY 2003 Actual</b>	<b>FY 2004 Actual</b>	<b>FY 2005 Actual</b>	<b>FY 2006 Enacted</b>	<b>FY 2007 Estimate</b>
<b>2010 Decennial Census Program</b>						
ACS – Initial Mail Collection	N/A	N/A	N/A	\$13.28/unit 2,490,000 units	\$12.49/unit 3,000,000 units	\$12.77/unit 3,000,000 units
ACS – Telephone Non-Response Follow-up	N/A	N/A	N/A	\$16.46/unit 830,000 units	\$16.33/unit 1,000,000 units	\$17.02/unit 1,000,000 units
ACS – Personal Visit Non-Response Follow-up	N/A	N/A	N/A	\$126.46/unit 400,000 units	\$138.46/unit 480,000 units	\$143.15/unit 480,000 units
(Units = Number of Households)						
MAF/TIGER (geographic database) Street and Address Location Improvements (Units = Number of counties completed during fiscal year)	N/A	N/A	N/A	\$83,121/unit 623 units	\$76,140/unit 700 units	\$77,230/unit 690 units
<b>Demographic Surveys Sample Redesign</b>						
Cycle Cost per Sample Unit for Census 2000-based samples. (Unit = Number of sample housing units provided for the decade for surveys included in the demographic surveys sample redesign program)	N/A	N/A	N/A	N/A	\$19.77/unit 4,274,250 units	N/A
<b>Geographic Support</b>						
Boundary and Annexation Survey (Units = Legally defined governmental entities)	N/A	N/A	N/A	\$446/unit 12,000 units	\$446/unit 13,500 units	\$452/unit 15,000 units

N/A – not applicable



<b>Measure</b>	<b>FY 2002 Actual</b>	<b>FY 2003 Actual</b>	<b>FY 2004 Actual</b>	<b>FY 2005 Actual</b>	<b>FY 2006 Enacted</b>	<b>FY 2007 Estimate</b>
<b>Data Processing Systems</b>						
Desktop Services (Units = Number of desktop units)	N/A	N/A	N/A	\$1,361/unit 1,550 units	\$1,318/unit 1,600 units	\$1,318/unit 1,600 units
LAN Management (Units = Number of users supported by the LAN)	N/A	N/A	N/A	\$1,129/unit 1,600 units	\$1,129/unit 1,600 units	\$1,129/unit 1,600 units
Data Center Operations and Management	N/A	N/A	N/A	\$550/unit 13,136 units	\$550/unit 13,136 units	\$550/unit 13,136 units
Enterprise Systems	N/A	N/A	N/A	\$681/unit 13,136 units	\$681/unit 13,136 units	\$639/unit 13,136 units
Software Engineering /Data Backup	N/A	N/A	N/A	\$494/unit 13,136 units	\$536/unit 13,136 units	\$527/unit 13,136 units
Capital Planning and IT Policy	N/A	N/A	N/A	\$229/unit 13,126units	\$229/unit 13,136 units	\$229/unit 13,136 units
Continuity of Operations (Units = Number of total Census Bureau current staff)	N/A	N/A	N/A	\$115/unit 13,136 units	\$115/unit 13,136 units	\$115/unit 13,136 units

*N/A – not applicable*

## **PART Assessments**

Seven Census Bureau programs have been evaluated using the Program Assessment and Rating Tool (PART). All of these Census Bureau programs achieved high ratings, with scores in the top third of federal programs. The economic census scored 90% and is in the top 7% of all federal programs. The current demographic statistics and demographic surveys sample redesign programs scored in the top 12% of all federal programs.

<b>U.S. Census Bureau PART Ratings</b>	
<b>Program</b>	<b>Rating</b>
Economic Census	Effective
Current Demographic Statistics	Effective
Demographic Surveys Sample Redesign	Effective
Decennial Census Programs	Moderately Effective
Intercensal Demographic Statistics	Moderately Effective
Current Economic Statistics and Census of Governments	Moderately Effective

The PART process has resulted in several valuable recommendations to make these programs more effective. The Census Bureau has implemented many of the recommendations stemming from the PART assessments. Work continues toward fully implementing the remaining follow-up actions. A milestone schedule for implementing the remaining follow-up actions is updated on a quarterly basis. Actions that the Census Bureau is taking to improve each of the programs are listed in the following table.

## **PART Follow-up Actions**

<b><i>Program</i></b>	<b><i>Recommended Follow-Up Actions</i></b>	<b><i>Status</i></b>
Current Demographic Statistics	Continue early releases of SIPP core and topical module products until the SIPP program is replaced by the new data collection system on income and wealth dynamics.	Action taken, but not completed.
	Design a new data collection system on income and wealth dynamics to replace the SIPP and meet the policy needs of the country.	No action taken yet.

<i><b>Program</b></i>	<i><b>Recommended Follow-Up Actions</b></i>	<i><b>Status</b></i>
Current Demographic Statistics (cont.)	Continue to improve long-term goals for the SIPP by including an ambitious data release schedule.	Completed.
	Develop ways to improve managerial accountability for SIPP release schedules.	Completed.
	Pursue additional independent evaluations of the SIPP to demonstrate that results are being achieved.	Completed.
Intercensal Demographic Estimates	Continue to increase the involvement of state partners and other stakeholders in production and quality review of the estimates and consider more external reviews through annual meetings.	Action taken, but not completed.
	Continue to set ambitious annual performance goals and incorporate them within formal documents.	Action taken, but not completed.
	More clearly incorporate programmatic changes into strategic planning documents, including improving the estimates of international migration and use of the American Community Survey.	Completed.
Demographic Surveys Sample Redesign	More clearly incorporate programmatic changes into strategic planning documents, including redesigning samples on a regular basis using the American Community Survey.	Action taken, but not completed.
	Consider more external evaluations as the program shifts from redesigning based on decennial data to redesigning on a more frequent basis using the American Community Survey and a continually updated Master Address File.	Action taken, but not completed.
Economic Census	Pursue additional independent evaluations of the economic census.	Action taken, but not completed.
	Continue implementing a plan to improve electronic response rates in the 2007 Economic Census.	Action taken, but not completed.
Decennial Census Program	Continue to examine all key cost factors to identify potential areas for savings.	Action taken, but not completed.
	Improve the cost model to be able to more clearly show how annual activities support the long-term performance goals of the 2010 Census.	Action taken, but not completed.

<i><b>Program</b></i>	<i><b>Recommended Follow-Up Actions</b></i>	<i><b>Status</b></i>
Decennial Census (cont.)	Develop ways to improve managerial accountability for cost, schedule, and performance.	Completed.
Current Economic Statistics/Census of Governments	Improve the relevance of current economic statistics data by improving measurement of the services sector.	Action taken, but not completed.
	Facilitate reporting and reduce burden through the use of electronic reporting.	Action taken, but not completed.
	Conduct systematic evaluations of resource allocations within these programs.	Action taken, but not completed.

### **FY 2007 Program Changes**

The FY 2007 budget request includes \$57.650 million and 52 FTE for program changes for Census Bureau cyclical programs. It also includes -\$24.645 million and -215 FTE for non-cyclical program changes.

### **Cyclical Program Changes**

<i>(Dollars in thousands)</i>	<b>Base</b>		<b>Increase/Decrease</b>	
	FTE	Amount	FTE	Amount
Economic Census	476	\$70,983	102	\$11,455

Fiscal Year 2007 is the third year of the six-year 2007 Economic Census cycle. The primary focus in FY 2007 is the development of the collection instruments and processing systems to be used in the 2007 Economic Census. The FY 2007 budget proposes the elimination of the Vehicle Inventory and Use Survey to help fund the 2010 Census.

<i>(Dollars in thousands)</i>	<b>Base</b>		<b>Increase/Decrease</b>	
	FTE	Amount	FTE	Amount
Census of Governments	40	\$5,082	29	\$2,673

Fiscal Year 2007 is the third year in the five-year 2007 Census of Governments cycle. The primary focus for FY 2007 is on: data collection and processing in the organization phase; data preparation and initiation of data collection and processing in the employment phase; and the preparation for and start of finance phase data collection and processing.

<i>(Dollars in thousands)</i>	<b>Base</b>		<b>Increase/Decrease</b>	
	FTE	Amount	FTE	Amount
2010 Decennial Census Program	3,311	\$468,245	(79)	\$43,522

In FY 2007, the Census Bureau will continue efforts to reengineer the 2010 Decennial Census Program to reduce operational risk, improve accuracy, provide more timely data, and contain costs. It will be the second full year of American Community Survey (ACS) data collection at the full national sample size of 250,000 addresses per month and the first full year of data collection for group quarters. Enhancements to the TIGER (geographic reference file) database will be finished for nearly 89% of the nation's counties in the MAF/TIGER Enhancement Program, keeping us on schedule for completion in FY 2008. Planning and development for a short-form only census in 2010 will be continued. This includes closing out and analyzing the 2006 Census Test, finishing preparations and continuing early operations for the 2008 Dress Rehearsal, making final decisions on questionnaire content, and beginning early operations for the 2010 Census.

**Non-Cyclical Program Changes**

<i>(Dollars in thousands)</i>	<b>Base</b>		<b>Increase/Decrease</b>	
	FTE	Amount	FTE	Amount
Current Demographic Statistics	592	\$56,386	(215)	(\$24,645)

For the past two decades, the Survey of Income and Program Participation (SIPP) has been the leading source of information on the well being of Americans. However, the program has room for improvement and has not taken advantage of advancements the Census Bureau has made in other program areas, notably the American Community Survey. Therefore, the FY 2007 request includes sufficient base funds for the design phase of a new data collection system on income and wealth dynamics to meet the policy and operational needs of the country. This redesigned system will replace the SIPP and address the shortcomings that emerged in the current system over its two decades of use. In addition, the FY 2007 request includes funds to facilitate the collection of another wave (i.e., ninth wave) of 2004 SIPP panel data during FY 2007.

## **Resource Requirements Summary** *(Obligations in Millions)*

PERFORMANCE GOAL: MEET THE NEEDS OF POLICY MAKERS, BUSINESSES AND NON-PROFIT ORGANIZATIONS, AND THE PUBLIC FOR CURRENT AND BENCHMARK MEASURES OF THE U.S. POPULATION, ECONOMY, AND GOVERNMENTS

	FY 2002 Actual	FY 2003 Actual	FY 2004 Actual	FY 2005 Actual	FY 2006 Enacted	FY 2007 Base	Increase/ Decrease	FY 2007 Estimate	FY 2008 Estimate	FY 2009 Estimate	FY 2010 Estimate	FY 2011 Estimate
<b>Salaries and Expenses</b>												
Current Surveys and Statistics												
Current Economic Statistics	111.3	122.9	131.3	133.7	134.9	148.6	0.0	148.6	151.8	155.0	158.3	161.7
Current Demographic Statistics	53.5	54.4	57.9	58.7	57.2	56.4	(24.6)	31.8	38.9	48.8	50.7	52.7
Survey Development and Data Services	4.1	4.3	3.5	3.5	3.4	3.7	0.0	3.7	3.8	3.9	4.0	4.1
<b>Mandatory</b>												
Survey of Program Dynamics	9.9	9.9	10.0	10.0	10.0	10.0	0.0	10.0	10.0	10.0	10.0	10.0
Children's Health Insurance Program.	10.0	10.0	10.0	10.0	10.0	10.0	0.0	10.0	10.0	10.0	10.0	10.0
<b>S&amp;E / Mandatory</b>	188.8	201.5	212.7	215.9	215.5	228.7	(24.6)	204.1	214.5	227.7	233.0	238.5
<b>Periodic Censuses and Programs</b>												
<u>Economic Statistics Programs:</u>												
Economic Census	52.1	86.4	72.8	67.2	68.0	70.9	11.5	82.4	131.2	115.8	110.3	84.2
Census of Governments	5.7	6.5	6.3	5.3	4.6	5.1	2.7	7.8	8.9	8.7	8.0	6.0
<u>Demographic Statistics Programs:</u>												
Intercensal Demographic Estimates	6.3	9.3	9.4	8.8	8.9	9.9	0.0	9.9	10.1	10.3	10.5	10.8
2000 Decennial Census	147.9	92.4	9.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2010 Decennial Census Program	64.3	144.7	253.2	388.2	454.0	468.3	43.5	511.8	733.1	1,622.9	5,759.2	708.5
Continuous Measurement	26.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Demographic Surveys Sample Redesign	12.4	12.1	13.0	9.4	10.8	11.0	0.0	11.0	11.7	11.9	12.2	12.4

	FY 2002 Actual	FY 2003 Actual	FY 2004 Actual	FY 2005 Actual	FY 2006 Enacted	FY 2007 Base	Increase/ Decrease	FY 2007 Estimate	FY 2008 Estimate	FY 2009 Estimate	FY 2010 Estimate	FY 2011 Estimate
Electronic Information Collection	6.2	6.2	6.5	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Geographic Support	37.3	37.7	40.1	38.6	37.3	40.2	0.0	40.2	41.0	41.9	42.7	43.6
Data Processing Systems	23.1	23.5	30.8	30.1	30.1	31.0	0.0	31.0	31.6	32.1	32.7	33.3
Suitland Federal Center Office Space Construction	2.1	1.5	23.1	0.9	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Periodic Censuses and Programs</b>	383.8	420.3	465.0	549.7	613.7	636.4	57.7	694.1	967.6	1,843.6	5,975.6	898.8
Reimbursable Obligations	226.9	225.1	252.4	248.0	245.1	246.5	0.0	246.5	246.5	246.5	246.5	246.5
<b>Total Funding</b>	799.5	846.9	930.1	1,013.6	1,074.3	1,111.6	33.1	1,144.7	1,428.6	2,317.8	6,455.1	1,383.8
Direct	572.6	621.8	677.7	765.6	829.2	865.1	33.1	898.2	1,182.1	2,071.3	6,208.6	1,137.3
Reimbursable Obligations	226.9	225.1	252.4	248.0	245.1	246.5	0.0	246.5	246.5	246.5	246.5	246.5
IT Funding	291.4	246.2	363.4	369.5	407.8	407.8	82.6	490.4	545.4	827.0	853.8	410.6
FTE	8,420	7,729	7,795	8,433	9,233	9,300	(163)	9,137				

\*Columns may not sum due to rounding

### **Skills Summary:**

Survey statisticians, mathematical statisticians, large-scale census and survey specialists, economists, geographers, demographers, program and management analysts, and information technology specialists.



## **FY 2007 Target and Performance Summary**

<b>Census Bureau Performance Goal: Meet the needs of policymakers, businesses, non-profit organizations, and the public for current and benchmark measures of the U.S. population, economy and governments.</b>						
<b>Measure</b>	<b>FY 2002 Actual</b>	<b>FY 2003 Actual</b>	<b>FY 2004 Actual</b>	<b>FY 2005 Actual</b>	<b>FY 2006 Enacted</b>	<b>FY 2007 Target</b>
Measure 1a. Achieve pre-determined collection rates for Census Bureau censuses and surveys in order to provide statistically reliable data to support effective decision-making of policymakers, businesses, and the public.	New	New	(1) 92.3% response rate for the Current Population Survey (CPS). (2) 91.6% response rate for the National Crime Victimization Survey (NCVS). (3) 90.8% response rate for the American Housing Survey (AHS). (4) 72% response rate for the Survey of Income and Program Participation (SIPP). (5) 96.7% response rate for the American Community Survey (ACS). (6) 85.5% response rate for the Boundary and Annexation Survey (BAS). (7) 81% response rate for the Annual Trade Survey (ATS). (8) 83% response rate for the Annual Retail Trade Survey (ARTS). (9) 78% response rate for Service Annual Survey (SAS).	(1) 91.8% response rate for CPS.  (2) 91.6% response rate for NCVS.  (3) 89.2% response rate for AHS.  (4) 85.2 response rate for SIPP.  (5) 96.8% overall weighted response rate using three modes of data collection – mail, telephone, and personal visit for ACS. (6) 85.5% response rate for BAS.	At least 90% of key censuses and surveys meet or exceed their pre-determined collection rates at planned levels of reliability.	At least 90% of key censuses and surveys meet or exceed their pre-determined collection rates at planned levels of reliability.

<b>Census Bureau Performance Goal: Meet the needs of policymakers, businesses, non-profit organizations, and the public for current and benchmark measures of the U.S. population, economy and governments.</b>						
<b>Measure</b>	<b>FY 2002 Actual</b>	<b>FY 2003 Actual</b>	<b>FY 2004 Actual</b>	<b>FY 2005 Actual</b>	<b>FY 2006 Enacted</b>	<b>FY 2007 Target</b>
Measure 1a (continued)			(10) 81% response rate for the Annual Survey of Manufactures (ASM). (11) 77% response rate for employment phase of Census of Governments and 77% response rate for the finance phase.			
Measure 1b. Release data products for key Census Bureau programs on time to support effective decision-making of policymakers, businesses, and the public.	New	New	(1) 10 data products released for SIPP.  (2) 2 data products released for the Survey of Program Dynamics (SPD). (3) 4 data products released for Census of Governments. (4) Economic Census Advance Report issued on schedule, in March 2004. (5) 577 Economic Census reports released.	(1) 2 SIPP data products were released by 9/30/05. (2) 12 CPS data products were released by 9/30/05.  (3) 6 CPS Supplement data products were released by 9/30/05. (4) 1 AHS data product was released by 9/30/05.  (5) Economic Census: Issued 883 (100%) of the geographic series reports by 9/30/05; Issued 2 Survey of Business Owners reports by 9/30/05; Issued Business Expenses Survey Report by 6/30/05.	(1) 100% of economic indicators released on schedule.  (2) At least 90% of other data products from key censuses and surveys released on schedule.	(1) 100% of economic indicators released on schedule.  (2) At least 90% of other data products from key censuses and surveys released on schedule.

<b>Census Bureau Performance Goal: Meet the needs of policymakers, businesses, non-profit organizations, and the public for current and benchmark measures of the U.S. population, economy and governments.</b>						
<b>Measure</b>	<b>FY 2002 Actual</b>	<b>FY 2003 Actual</b>	<b>FY 2004 Actual</b>	<b>FY 2005 Actual</b>	<b>FY 2006 Enacted</b>	<b>FY 2007 Target</b>
Measure 1b (continued)			(6) All 116 principal Economic Indicators released on schedule.	(6) Released all 116 monthly and quarterly principal economic indicators according to pre-announced time schedule. (7) ASM was released as scheduled. (8) ATS was released as scheduled. (9) ARTS was released as scheduled. (10) SAS was released as scheduled.		
Measure 1c. Introduce Census 2000-based samples as scheduled so that the household surveys can continue through the next decade, and so that policymakers, businesses, and the public can continue to be confident in the major federal socioeconomic indicators these surveys provide.	New	New	(1) New samples implemented for the Survey of Income and Program Participation (SIPP) in February 2004. (2) New samples implemented for the Current Population Survey (including State Children's Health Insurance Program) in April 2004.	(1) Consumer Expenditures Survey – Quarterly samples introduced by 11/30/04 (2) Consumer Expenditures Survey – Diary samples introduced by 1/31/2005 (3) National Crime Victimization Survey samples introduced by 1/31/2005 (4) American Housing Survey –National Sample samples introduced by 5/31/2005.	Census 2000-based samples introduced on schedule.	N/A <i>This measure will be discontinued because 2000-based samples will have been introduced for all surveys.</i>

<b>Census Bureau Performance Goal: Meet the needs of policymakers, businesses, non-profit organizations, and the public for current and benchmark measures of the U.S. population, economy and governments.</b>						
<b>Measure</b>	<b>FY 2002 Actual</b>	<b>FY 2003 Actual</b>	<b>FY 2004 Actual</b>	<b>FY 2005 Actual</b>	<b>FY 2006 Enacted</b>	<b>FY 2007 Target</b>
<u>Measure 1d.</u> Correct street features in TIGER database to more effectively support Census Bureau censuses and surveys, facilitate the geographic partnerships between federal, state, local and tribal governments, and support the E-Gov initiative in the President's Management Agenda.	New	250 counties were completed in FY 2003.	602 counties were completed in FY 2004.	623 counties were completed in FY 2005.	700 counties to be completed in FY 2006.	690 counties to be completed in FY 2007.
<u>Measure 1e.</u> Complete key activities for cyclical census programs on time to support effective decision-making by policymakers, businesses, and the public and meet constitutional and legislative mandates.	New	(1) Completed initial mailing for the finance phase of the Census of Governments by 10/31/02 and 5 million Economic Census forms by 12/20/02. (2) Completed initial mailing of 2002 Survey of Business Owners forms to 1 million businesses with	(1) Completed initial mailing of 2002 Survey of Business Owners forms by 7/31/04. (2) 2010 Decennial Census Program: Implemented the activities that supported the following objectives of the 2004 census test: <ul style="list-style-type: none"> <li>• Questionnaire content</li> <li>• Hand held computer devices for field work</li> </ul>	(1) Completed detailed project plan for FY 2007 Economic Census by 9/30/05. (2) Completed detailed project plan for FY 2007 Census of Governments by 9/30/05. (3) Intercensal Demographic Estimates: Improved controls for the 2004 ACS released by 5/30/05. (4) Intercensal Demographic Estimates:	At least 90% of key preparatory activities completed on schedule.	At least 90% of key preparatory activities completed on schedule.

<b>Census Bureau Performance Goal: Meet the needs of policymakers, businesses, non-profit organizations, and the public for current and benchmark measures of the U.S. population, economy and governments.</b>						
<b>Measure</b>	<b>FY 2002 Actual</b>	<b>FY 2003 Actual</b>	<b>FY 2004 Actual</b>	<b>FY 2005 Actual</b>	<b>FY 2006 Enacted</b>	<b>FY 2007 Target</b>
<u>Measure 1e</u> (continued)		<p>paid employees by 9/30/03. (3) Decennial Census:</p> <ul style="list-style-type: none"> <li>Selected test sites for 2004 census test.</li> <li>Developed / documented design requirements for 2004 census test.</li> <li>Developed detailed operational schedule for the 2004 census test.</li> </ul>	<ul style="list-style-type: none"> <li>Coverage improvements</li> <li>Special place/group quarters</li> <li>Residence rules</li> </ul>	<p>CPS controls were released each month in time for weighting monthly estimates. 2010 Decennial Census Program:</p> <p>(5) Completed evaluations of the 2004 census test. (6) Determined design requirements and selected sites for the 2006 census test. (7) Completed preparation for and began implementation of the 2005 National Census Test. (8) Used research, testing, and development efforts to date to update relevant 2010 Census action plans.</p>		
<u>Measure 1f.</u> Meet or exceed overall Federal score of customer satisfaction on the American Customer Satisfaction Index.	New	New	71% score on ACSI (met target).	73% score on ACSI (met target).	Meet or exceed overall federal score.	Meet or exceed overall federal score.

## **Marginal Cost Information**

The Census Bureau re-evaluates and adjusts performance targets as necessary, based on changes in cost and/or funding levels. The Census Bureau is continuing efforts to quantify how cost and funding affect individual targets, to more transparently reflect the marginal cost of operations.

## **Performance Measure Explanations:**

**Performance Goal:** Meet the needs of policymakers, businesses, non-profit organizations, and the public for current and benchmark measures of the U.S. population, economy, and governments.

**Corresponding DOC Strategic Goal 1:** Provide the information and tools to maximize U.S. competitiveness and enable economic growth for American industries, workers, and consumers.

**DOC General Goal/Objective 1.3:** Enhance the supply of key economic and demographic data to support effective decision-making of policymakers, businesses and the American public.

**Rationale:** As the Nation's premier statistical agency, the Census Bureau has the responsibility to provide policymakers, academia, businesses and the public with accurate, timely and relevant statistical information. This responsibility spans constitutional mandates, such as the decennial censuses, and legislative mandates, such as the collection of information on the impact of welfare reform. The Census Bureau must also capture the information which forms the basis for estimates of Gross Domestic Product (GDP), the nation's economic indicators, trade and industry estimates, the allocation of federal program funds, the distribution of congressional seats, and national characteristics, such as race and Hispanic origin, sex, age, and income. The Census Bureau must provide the public with information that is current, while ensuring that the collection of this information does not impose an undue burden on respondents.

Starting with the FY 2006 Annual Performance Plan (and FY 2005 Performance and Accountability Report), the Census Bureau streamlined the number of goals, measures, and targets to be reported in the department-level documents. Although only the streamlined bureau-wide targets will be reflected in the departmental documents, the program-specific targets are still maintained internally by the Census Bureau as backup and will be reported in our internal performance reports.

## **Measure 1a**

Achieve pre-determined collection rates for Census Bureau censuses and surveys in order to provide statistically reliable data to support effective decision-making of policymakers, businesses, and the public.

**Explanation of Measure 1a:** Maintaining a high level of response for both demographic and economic surveys ensures that information from Census Bureau surveys and censuses is always reliable, and widely accepted by customers over the long term. Reliability of Census Bureau statistics is essential for the Census Bureau to fulfill DOC general goal/objective 1.3, to enhance the supply of key economic and demographic data to support effective decision-making of policymakers, businesses, the American public, and others. Statistically reliable data ensures that the information, which forms the basis for estimates of Gross Domestic Product (GDP), the nation's economic indicators, trade and industry estimates, and the allocation of federal program funds, is done accurately.

**FY 2007 Target:** The FY 2007 target for Measure 1a is that at least 90% of key censuses and surveys meet or exceed pre-determined collection rates at planned levels of reliability. The internal targets will continue to be measured by the Census Bureau in support of this measure.

**Changes to FY 2005 and FY 2006 Targets:** Note: The FY 2005 actual response rate for the Current Population Survey (CPS) was 91.8% as reflected here. It is incorrectly reflected as 91.9% in the FY 2005 Performance and Accountability Report (PAR).

### **Program Increases/Decreases directly related to measure 1a:**

<b>Program Initiative</b>	<b>Funding Request</b>	<b>Anticipated Impact</b>	<b>Location in the Budget</b>
Current Demographic Statistics – Household Surveys program change	-\$24,645K	The Census Bureau will seek to use other sources such as administrative data and other surveys (such as the ACS) where possible, and to design a new data collection system on income and wealth dynamics to meet the policy and operational needs of the country.	Page # CEN-83

## **Measure 1b**

Release data products for key Census Bureau programs on time to support effective decision-making of policymakers, businesses, and the public.

**Explanation of Measure 1b:** Ensuring that data products are released on schedule is essential for the Census Bureau to fulfill DOC general goal/objective 1.3, to enhance the supply of key economic and demographic data to support effective decision-making of policymakers, businesses and the American public. The Census Bureau acknowledges an important distinction between release of the Economic Indicators and the other surveys' and censuses' data products. OMB Statistical Directive Number 3 requires that data for the principal economic indicators be released within prescribed time periods. The impact of not meeting release dates for the economic indicators is much more serious, so two separate targets are noted.

**FY 2007 Target:** The FY 2007 target for Measure 1b is that 100% of economic indicators will be released on schedule, and at least 90% of other data products from key censuses and surveys will be released on schedule.

**Changes to FY 2005 and FY 2006 Targets:** None.

**Program Increases/Decreases directly related to measure 1b:** The designing of a new survey on income and wealth dynamics to replace the SIPP program, which is discussed under Measure 1a above, also is directly related to measure 1b.

## **Measure 1c**

Introduce Census 2000-based samples as scheduled so that the household surveys can continue through the next decade and so that policymakers, businesses, and the public can continue to be confident in the major federal socioeconomic indicators these surveys provide.

**Explanation of Measure 1c:** This measure is being discontinued for FY 2007. Due to the cyclical nature of the program, all Census 2000-based samples will be introduced by the end of FY 2006. This measure is no longer applicable.

**Changes to FY 2005 and FY 2006 Targets:** None.

**Program Increases/Decreases directly related to measure 1c:** None.



## **Measure 1d**

Correct street features in the TIGER (geographic) database to more effectively support Census Bureau censuses and surveys, facilitate the geographic partnerships between federal, state, local, and tribal governments, and support the E-Government initiative in the President's Management Agenda.

**Explanation of Measure 1d:** Correctly locating every street in the Master Address File and geographic database (MAF/TIGER) is integral to providing geographic products and services that meet the accuracy expectations of the 2010 Census field data collection staff, the Census Bureau's data product customers, and the needs of the U.S. Geological Survey/The National Map. Many local and tribal governments that participated in the Census 2000 geographic partnership programs and many potential customers for MAF/TIGER geographic products have indicated that they would not consider future geographic partnerships or use without substantial improvements in location accuracy. Investing in the identification and correct location of new housing units and streets or roads in small towns and rural areas will ensure uniform address and street coverage in the MAF/TIGER database and in the Census Bureau's data products, both for the ACS and the 2010 Decennial Census.

**FY 2007 Target:** The FY 2007 target for Measure 1d is to bring features in the TIGER (geographic) database within 7.6 meters of the Global Position System (GPS) location for an additional 690 of the Nation's 3,232 counties.

**Changes to FY 2005 and FY 2006 Targets:** None.

**Program Increases/Decreases directly related to measure 1d:** There is a \$624K decrease in the street centerline correction activity which is reflected in the overall 2010 Decennial Census Program change of \$43,522K reflected under measure 1e.

## **Measure 1e**

Complete key activities for cyclical census programs on time to support effective decision-making by policymakers, businesses, and the public and meet constitutional and legislative mandates.

**Explanation of Measure 1e:** Due to the cyclical nature of these programs, it is important to track annual key activities that support the programs. The internal activities that are tracked are those considered to be the most important in meeting the long-term goals of the cyclical census programs.

**FY 2007 Target:** The FY 2007 target for Measure 1e is at least 90% of key preparatory activities will be completed on schedule.

**Changes to FY 2005 and FY 2006 Targets:** None.

**Program Increases/Decreases directly related to measure 1e:**  
(Dollars in Thousands):

<b>Program Initiative</b>	<b>Funding Request</b>	<b>Anticipated Impact</b>	<b>Location in the Budget</b>
Cyclical program change for the third year of the six-year 2007 Economic Census cycle.	\$11,455K	The increase in funding is due to the cyclical nature of the economic census program. Changes in funding from year to year are based on the changes in key activities and not tied to changes in performance. The primary focus in FY 2007 is the development of the collection instruments and processing systems to be used in the 2007 Economic Census.	Page # CEN-125

Program Initiative	Funding Request	Anticipated Impact	Location in the Budget
Cyclical program change for the third year in the five-year 2007 Census of Governments cycle.	\$2,673K	The increase in funding is due to the cyclical nature of the census of governments program. Changes in funding from year to year are based on the changes in key activities and not tied to changes in performance. The primary focus for FY 2007 is on: data collection and processing in the organization phase; data preparation and initiation of data collection and processing in the employment phase; and the preparation for and start of finance phase data collection and processing.	Page # CEN-135
Cyclical program change associated with reengineering the 2010 Decennial Census Program.	\$43,522K	A reengineered decennial census program will provide more accurate official population counts for determining the allocation to states of seats in the U.S. House of Representatives and will result in better allocation of funds for an array of programs ranging from Medicaid to Highway Planning and Construction. The focus in FY 2007 will be on continuing a fully implemented ACS, continuing to correct street feature locations in the TIGER database, and continuing planning for a short-form only census in 2010.	Page # CEN-155

## **Measure 1f**

Meet or exceed the overall federal score of customer satisfaction on the American Customer Satisfaction Index (ACSI).

**Explanation of Measure 1f:** The ACSI is a survey conducted since 1994 by the University of Michigan in cooperation with other groups. It tracks trends in customer satisfaction and provides benchmarks that can be compared across industries and between the public and private sectors. The Census Bureau's model traditionally focuses on key communications, services, and products: data products, web products, and overall customer service as these relate to customers' perceived quality, expectations, overall customer satisfaction, complaints, and loyalty.

**FY 2007 Target:** The FY 2007 target for Measure 1f is that the Census Bureau will meet or exceed the overall federal score on the ACSI.

**Changes to FY 2005 and FY 2006 Targets:** None.

**Program Increases/Decreases directly related to measure 1f:** None.

**Program Changes not directly tied to the GPRA measures:** None

## **Program Evaluations**

The Census Bureau is committed to rigorous and extensive evaluations of all data against statistical standards. Program evaluations are numerous and ongoing. They include both internal and external reviews that cover both program processes and program results.

- Both the Office of the Inspector General (OIG) and the Government Accountability Office (GAO) perform a number of audits on Census Bureau programs each year.
- The Office of Management and Budget (OMB) Program Assessment and Rating Tool (PART) evaluations provide valuable recommendations on individual programs.
- Other external sources such as the Committee on National Statistics (CNSTAT), Mathematica Policy Research, Inc., and other federal agencies who use our data provide independent evaluations.

## **Cross-cutting Activities**

### **Intra-Department of Commerce:**

- Bureau of Economic Analysis (BEA): The Census Bureau works closely with BEA, which is a primary customer for the Census Bureau's economic and demographic data. For example, BEA uses self-employment earnings data from the Current Population Survey to improve the National Income and Product Accounts. Additionally, the economic census furnishes an important part of the framework for measures, such as the Gross Domestic Product (GDP), the BEA Input Output analyses, and the National Income and Product Accounts. BEA also supports the Census Bureau in the compilation of the *Statistical Abstract of the United States* and the *County and City Data Book*.
- National Oceanic and Atmospheric Administration (NOAA): The MAF/TIGER (geographic database) Enhancements Program works with NOAA on issues related to the global positioning system and geodetic control. NOAA also supports the Census Bureau in the compilation of the *Statistical Abstract of the United States* and the *County and City Data Book*.
- International Trade Administration (ITA): ITA supports the Census Bureau in the compilation of the *Statistical Abstract of the United States* and the *County and City Data Book*.
- Patent and Trademark Office (PTO): PTO supports the Census Bureau in the compilation of the *Statistical Abstract of the United States* and the *County and City Data Book*.

### **Other Government Agencies:**

- Bureau of Labor Statistics (BLS): BLS shares costs for the Census Bureau's major annual Current Population Survey (CPS). The CPS provides BLS with monthly unemployment data that are used to calculate the change in unemployment rates from previous months, which is a critical measure of the nation's economy.
- Federal Reserve Board (FRB) and Council of Economic Advisors (CEA): The Census Bureau also supports the missions of the FRB and the CEA. The FRB uses Census Bureau data to measure the flow of funds and to assess industrial debt structure, liquidity, and profitability. Alan Greenspan, former Chairman of the Federal Reserve Board, called the Economic Census "...indispensable to understanding America's economy. It insures the accuracy of the statistics we rely on for sound economic policy and for successful business planning..." The CEA uses the Census Bureau's principal economic indicators as input into economic policy decisions.
- Interagency Council on Statistical Policy (ICSP): Under the auspices of OMB, the Census Bureau is a major participant in this council, which works to improve the collaborative activities of federal statistical agencies. Activities of the ICSP have led to standardized data and concepts, technology transfers, methodology exchange, collaborative research, process improvement, better customer service, reduced respondent burden, and infrastructure sharing.
- Other Federal Agencies: Agencies involved in crosscutting activities with the MAF/TIGER (geographic database) Enhancements Program include the Federal Geographic Data Committee (FGDC), the U.S. Geological Survey (USGS), the OMB, and the

National Imagery and Mapping Agency (NIMA). The federal agencies involved in crosscutting activities with the Geographic Support System (GSS) include the U.S. Postal Service, the FGDC, the USGS, and the Department of Education. The compilation of the *Statistical Abstract of the United States* and the *County and City Data Book* cuts across all federal statistical agencies, such as the BLS and a number of other federal agencies, such as the Internal Revenue Service.

- State, Local and Tribal Governments: The Federal-State Cooperative Program for Population Estimates (FSCPE) and the State Data Center (SDC) program are two of the Census Bureau's most longstanding and successful partnerships. Between 1967 and 1973, the FSCPE was formalized between the states and the Census Bureau to promote consistent and jointly prepared county and sub-county population estimates with complete state coverage. This assures the highest quality population estimates are available to be used to distribute about \$200 billion and to determine eligibility for many social programs, which are based on population. The SDC program between the states and the Census Bureau was created in 1978 to make data available locally to the public through a network of state agencies, universities, libraries, and regional and local governments. The Census Bureau disseminates demographic data relating to poverty, income, population trends, child health insurance issues, and other important measures to SDCs for distribution throughout local communities. The Business and Industry Data Center program was added in 1988 to meet the needs of local business communities for economic data. State governors appoint data center lead organizations. In addition, the MAF/TIGER Enhancements Program also seeks geographic partnerships with all 39,000-plus state, local, and tribal governments in the United States, Puerto Rico, and the island areas. The 2010 Decennial Census Program seeks direct input from state, local, and tribal governments, as well as the private sector, through its advisory committees.

#### **Private Sector:**

- Businesses and business associations: The Census Bureau consults extensively with businesses and business associations in the development of economic surveys and censuses.
- Private sector contractors: The Census Bureau is working with several private sector contractors and will be using commercial off-the-shelf software and geographic information system software developed and supported by the private sector for major portions of the MAF/TIGER Enhancements Program. The Census Bureau also has two major contracts for development of systems for the 2010 Census. The first is a contract to design, build, test, deploy, implement, operate, maintain, and secure all the systems, infrastructure, staffing, procedures, and facilities needed to provide assistance to the public through the telephone and Internet; receive, capture, and integrate census data provided by respondents via census forms, telephone agents, and the Internet; and integrate data collected via hand held computers. The second is a contract to develop a system to directly capture information collected during personal interviews and eliminate the need for paper maps and address lists for the major field data collection operations.
- External advisory committees: Census Bureau program areas (both economic and demographic) interact with external advisory committees composed of members from government, professional, public, and private sector organizations such as the Advisory Committee of Professional Associations (American Statistical Association, Population Association of America, American

Economic Association, and American Marketing Association). Additionally, the decennial census program interacts regularly with the Decennial Census Advisory Committee. Both the decennial census program and other demographic programs interact with the five Racial and Ethnic Advisory Committees (African American, American Indian and Alaska Native, Asian, Hispanic, and Native Hawaiian and Other Pacific Islander). Work is also done in cooperation with National Academy of Science panels.

### **International Sector:**

- The International Programs Center (IPC), which is part of the Census Bureau's Population Division, conducts demographic and socioeconomic studies and strengthens statistical development around the world through technical assistance, training, and software products. Its work is commissioned and funded by federal agencies, international organizations, nongovernmental organizations, private businesses, and other governments. For more than 50 years, the IPC has assisted in the collection, processing, analysis, dissemination, and use of statistics with counterpart governments throughout the world.

### **External Factors and Mitigating Strategies**

External Factors (public perception, the economy, privacy, the federal budget, and workforce management) are discussed in the second section of the APP, titled "Priorities/Management Challenges." Some of the Census Bureau's mitigating strategies are as follows:

- Continually informing the public of Census Bureau privacy and confidentiality policies for all Census Bureau activities helps to improve public perception about government intrusion into personal and business information. This involves publishing policy statements via the Census Bureau web site and carrying out other information activities.
- The Census Bureau looks for innovative ways to address funding constraints. The reengineered 2010 Decennial Census Program is an example of Census Bureau efforts to contain costs, yet improve the relevance and timeliness of data. Each decade, the Census Bureau must adapt the design of the decennial census to changes in the nation's social, demographic, and technological environment. In recent decades, the pace of change has accelerated, along with demands for increasing accuracy in census results. These forces have engendered a series of census designs that have been increasingly complex and operationally risky—with attendant escalating costs. That trend continued with Census 2000, which for all its notable successes, was conducted at great risk and at historically high cost. The Census Bureau's strategy for this decade was to begin to develop and fully test the 2010 Census design earlier in the decade so that we can mitigate late decade operational risks and costs. The reengineered 2010 Decennial Census Program consists of three highly integrated components designed to take advantage of opportunities for innovations made possible through the expanded use of technology, major changes in our business process for data collection, and the use of focused coverage improvement procedures. Thus, while achieving the significant benefits to our nation from the annual release of long-form data by the American Community Survey, and the improvements to our MAF/TIGER databases, the reengineered 2010 Decennial Census Program also will be significantly less costly than historical trends would project.

## **Data Validation and Verification**

The Census Bureau conducts a quarterly review of performance data to ensure that projected targets are on track to be met. During this process, deviations from projected targets, if any, are discussed with the appropriate program areas so that changes can be implemented to help meet the Census Bureau's performance goals. On an annual basis, documentation is reviewed to ensure adequacy and sufficiency to support claims that outcomes and outputs have been achieved.

The Census Bureau is currently reviewing our data validation and verification measures to ensure that they are accurate and meaningful.

<b>Performance Measure</b>	<b>Data Source</b>	<b>Frequency</b>	<b>Data Storage</b>	<b>Internal Control Procedures</b>	<b>Data Limitations</b>	<b>Actions to be taken</b>
<b>Measure 1a.</b> Achieve pre-determined collection rates for Census Bureau censuses and surveys in order to provide statistically reliable data to support effective decision-making of policymakers, businesses, and the public.	Census Bureau censuses and surveys are the initial collection source. Internal control files and systems are the source of the response rate data.	Response rates are tied to data collection. Frequency varies by survey or census.	All data are stored in Census Bureau databases and are published in public press releases	Quality assurance analyses, Automated Data Processing (ADP) routines, and peer reviews.	Data that are released must adhere to Title 13 requirements to protect respondents' confidentiality.	Continue quarterly reviews of performance data.
<b>Measure 1b.</b> Release data products for key Census Bureau programs on time to support effective decision-making of policymakers, businesses, and the public.	Actual data releases by Census Bureau programs.	The frequency of data releases varies. Release dates are often published in advance.	Data release information is stored in Census Bureau systems and public data releases.	Performance data are verified by comparing actual release dates with scheduled release dates. Methodological standards for surveys are publicly reported.	Data that are released must adhere to Title 13 requirements to protect respondents' confidentiality.	Continue quarterly reviews of performance data.



<b>Performance Measure</b>	<b>Data Source</b>	<b>Frequency</b>	<b>Data Storage</b>	<b>Internal Control Procedures</b>	<b>Data Limitations</b>	<b>Actions to be taken</b>
<b>Measure 1c.</b> Introduce Census 2000-based samples as scheduled so that the household surveys can continue through the next decade and so that policymakers, businesses, and the public can continue to be confident in the major federal socioeconomic indicators these surveys provide.	<i>N/A – This measure is being discontinued in FY 2007</i>	<i>N/A – This measure is being discontinued in FY 2007</i>	<i>N/A – This measure is being discontinued in FY 2007</i>	<i>N/A – This measure is being discontinued in FY 2007</i>	<i>N/A – This measure is being discontinued in FY 2007</i>	<i>N/A – This measure is being discontinued in FY 2007</i>
<b>Measure 1d.</b> Correct street features in TIGER (geographic) database to more effectively support Census Bureau censuses and surveys, facilitate the geographic partnerships between federal, state, local, and tribal governments, and support the E-Government initiative in the President's Management Agenda.	MAF/TIGER activity schedule	As scheduled	Census Bureau MAF/TIGER database.	The Census Bureau compares actual completion dates with scheduled dates.	None	Continue quarterly reviews of performance data.

<b>Performance Measure</b>	<b>Data Source</b>	<b>Frequency</b>	<b>Data Storage</b>	<b>Internal Control Procedures</b>	<b>Data Limitations</b>	<b>Actions to be taken</b>
<b>Measure 1e.</b> Complete key activities for cyclical census programs on time to support effective decision-making by policymakers, businesses, and the public and meet constitutional and legislative mandates.	Activity schedules kept by each of the cyclical census programs.	Ongoing, based on activity schedules.	The Census Bureau program offices maintain activity schedules and performance data.	The Census Bureau compares actual completion dates with scheduled dates. Performance data is reviewed quarterly.	None	Continue quarterly reviews of performance data.
<b>Measure 1f.</b> Meet or exceed the overall federal score of customer satisfaction on the American Customer Satisfaction Index.	Census Bureau data users at State Data Centers, Business Information Data Centers, Census Information Centers, and Regional Federal Depository Libraries.	Annually	Primary storage system is a mainframe computer at the Ross School of Business at the University of Michigan.	Data are collected electronically and cross-tabulated. Interviewers are continuously monitored with supervisors randomly listening in on interviews. The computer-assisted-telephone-interviewing (CATI) system will not accept wild scores, out of range of allowable scales.	Sample size determines the limits of statements that can be made based on the data. All Census Bureau-related ACSI reports are careful to report confidence intervals.	Continue quarterly reviews of performance data.